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**SEVILLA**(10) **Pub. No.: US 2020/0296258 A1**(43) **Pub. Date: Sep. 17, 2020**(54) **IMAGE FORMING APPARATUS FOR  
FORMING IMAGE REPRESENTED BY  
IMAGE DATA ON RECORDING PAPER  
SHEET**(52) **U.S. Cl.**  
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Osaka (JP)(57) **ABSTRACT**(72) Inventor: **Anthony SEVILLA**, Osaka (JP)(73) Assignee: **KYOCERA Document Solutions Inc.**,  
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An image forming apparatus includes: a text extractor that analyses an image of an original document read by an image reading device and extracts a text in the original document and location information on the text in association with each other; an acquirer that acquires correspondence information in which a keyword and specification information are associated with each other; a searcher that searches the text in the original document for a target term matching the keyword; an identifier that identifies a location of the target term within the image of the original document from the location information on the text extracted by the text extractor; and an image data generator that generates image data in which an image in a mode of presentation specified by the specification information in the correspondence information acquired by the acquirer is synthesized on the location of the target term identified by the identifier.

